Total Sales vs Return

Return Rate by Category

Return Rate by Customer

Return Rate by State

Return Rate Overtime

Return Rate by Ship Mode

Return Analysis of Superstore

Causes of High Returns

Products- There are eight products with a 100% return rate, indicating a need for reassessment.

Customers- A few customers have a 100% return rate, which is a big red flag for potential fraud or dissatisfaction.

Ship Mode- Same-day delivery has a 68% return rate, and first-class shipping has 48% return rate both significantly above normal.

State/Region- Utah has the highest return rate at 57%, making it a key area of concern.

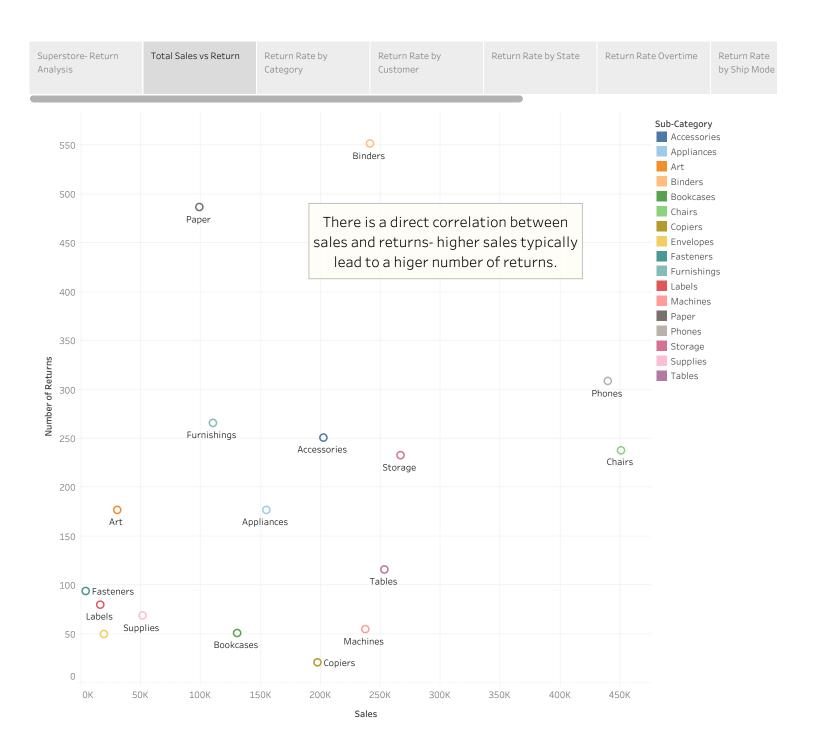
Strategies to Reduce Returns

Products- Reevaluate and improve the most frequently returned products to address quality and customer concerns.

Customers- Monitor and flag customers with excessive returns to prevent fraud and indentify dissatisfaction trends.

Ship Mode- Reduce returns by improving packaging and selecting more reliable carriers, especially for same-day and first class shipping.

State/Region- Utah, Oregon and California have the higest return rates. Adjusting sales, marketing and inventory strategies in these states can help minimize returns.



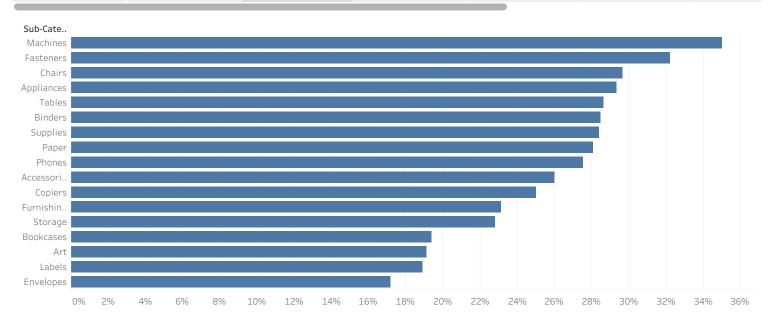
Superstore-Return
Analysis

Total Sales vs Return
Rate by
Category

Return Rate by
Customer

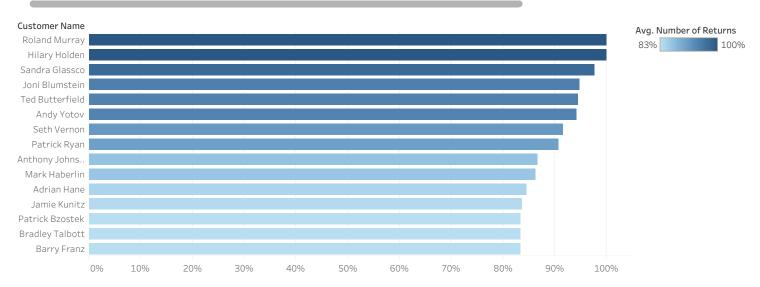
Return Rate by
Customer

Return Rate by State
Beturn Rate by State
Customer



The "Machines" category has the highest return rate among all the categories.



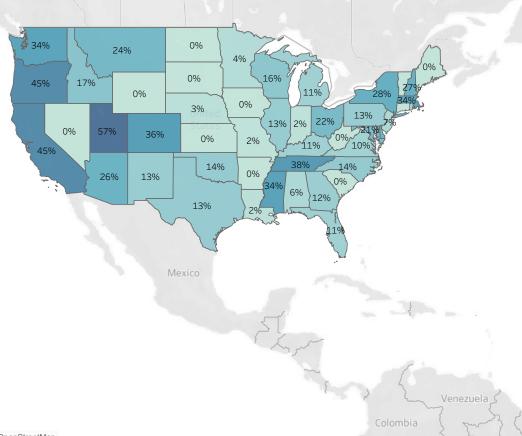


Roland Murray and Hilary Holden have a 100% return rate on all their purchases, while others also have return rates above 60%, which is also concerning.

Utah, California, and Oregon have the highest overall return rate for office supplies.

To reduce the high return rates for office supplies in Utah, California, and Oregon, we can: Improve Product Descriptions and Marketing - Provide clearer product details and adjust regional marketing strategies to better align with customer needs and expectations.

Enhance Quality Control – Strengthen quality control for office supplies in these regions to address potential product issues contributing to higher return rates.



Category

- Furniture

 Office Supplies
- ✓ Technology

Avg. Number of Returns

Return Rate by Return Rate by State Highest Product Return Analysis Return Rate by Return Rate Overtime Return Rate by Ship Category Customer Mode Return Order Date Category **✓** Furniture ✓ Office Supplies 45% ✓ Technology Category Furniture 40% Office Supplies Technology Technology 35% 30% 25% Return rates for Office Supplies are highest in August, while Technology and Furniture see teh highest return rates in September. 20% To reduce return rates we can focus on the following: For Office Supplies (August): Improve product quality control and provide clear product 15% descriptions to set accurate expectations. Additionally, review August promotions to ensure they align with customer needs and reduce impulse returns. For Technology & Furniture (September): Enhance product testing to ensure quality and functionality. Offer precise sizing and specifications for furniture, and provide detailed set... 10% 5%

August Septemb., October November December

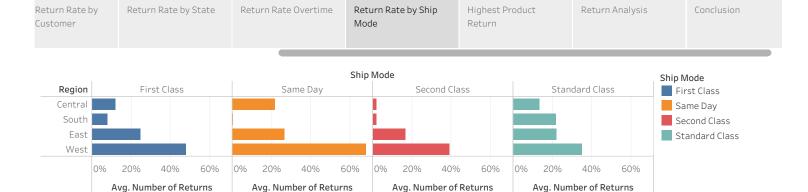
0%

January February March

April

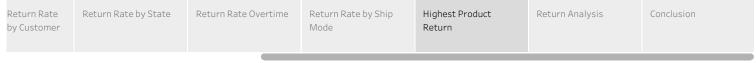
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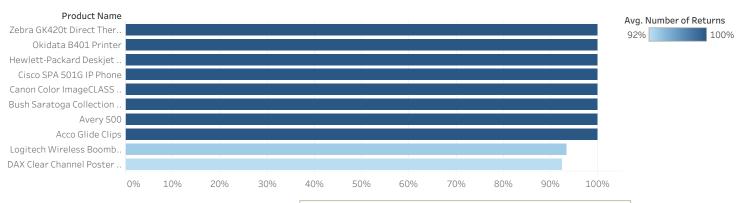
June



Same-day delivery has a 68% return rate, and first-class shipping has 48% return rate both significantly above normal.

We need to reduce returns by improving packaging and selecting more reliable carriers, especially for same-day and first class shipping.





The top eight products have a 100% return rate, signaling the need for reassessment. We should reevaluate and improve these frequently returned products to address quality issues and customer concerns.

Return Rate by State

Return Rate Overtime

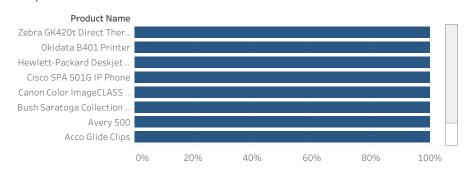
Return Rate by Ship Mode Highest Product Return Return Analysis

Conclusion

Return Analysis To support this analysis, the following visualization provide insights: Top 10 Product Returns- Identifies with high return rate for reassessment. Return Rate by Category- Helps determine which categories to proritize or reconsider. Return Rate by Customer- Flags customers with excessive returns to avoid frauds/risks. Return Rate by Ship Mode- Identifies which shipping methods have the most returns to improve

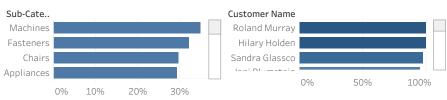
Top 10 Product Return

Return Rate by State- Highlights regional trends to adjust sales strategies.



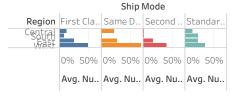
Return Rate by Category

Return Rate by Customer



Return Rate by Ship Mode

Return Rate by State





Conclusion

The analysis of return trends highlights several key areas that need attention to reduce return rates effectively. The next steps should include:

Reevaluating High-Return Products – Reassess the top products with a 100% return rate to identify and address quality issues.

Enhancing Customer and Product Experience – Improve product descriptions and sizing information, especially for categories with frequent returns like office supplies, technology, and furniture.

Optimizing Shipping Methods – Review the high return rates associated with same-day and first-class delivery and improve packaging and carrier selection.

Targeting Regional Trends – Adjust sales, marketing, and inventory strategies in regions like Utah, California, and Oregon, where return rates are highest.

By implementing these actions, we can reduce return rates, enhance customer satisfaction, and ultimately improve the profitability and efficiency of the business.